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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250 (202) 720-4330

Letter No. 2602

March 19, 1993

RECORD SUGAR PRODUCTION -- Domestic sugar production in fiscal year 1993 is forecast at a record 7.7 million tons, up 6 percent from 1992. Beet sugar will contribute more than half of production, at 4.3 million tons, and cane sugar at 3.4 million tons. Domestic sugar deliveries are forecast at 9 million tons, higher than any year since 1982. U.S. per capita sugar consumption in fiscal 1993 for food and beverage use is forecast at 64 pounds, nearly 5 pounds higher than in the mid-1980s. **Contact: Peter Buzzanell (202) 219-0886.**

HIGH-VALUE EXPORTS -- Since the first half of the 19th century bulk commodities have dominated U.S. exports, until 1992. High-value exports exceeded bulk exports for the first time that year, reaching a record \$20 billion dollars. Expansion is expected to continue due to favorable exchange rates, growth in industrialized countries, and U.S. marketing efforts. High-value products are agricultural production that receives specialized handling, has been processed, or serves a niche market. They are generally products other than raw grains, oilseeds, cotton, and tobacco. High-value products accounted for 54 percent of all U.S. agricultural export value in 1992. Western Europe is the largest market for high-value products. **Contact: Stephen MacDonald (202) 219-0822.**

A REALLY BIG SHOW -- The largest exhibition of U.S. food and beverage products ever held outside the United States will be conducted in Mexico City in August. USDA's Foreign Agricultural Service is now recruiting U.S. exporters to exhibit at U.S. Food Festival '93. 170 booths are available to exporters of dairy products, beef, poultry, eggs, deciduous fruits, frozen foods, breakfast cereals, seafood, ethnic foods, and alcoholic beverages. **Contact: Maureen Quinn (202) 720-9444.**

COMPETITION FOR U.S. WHEAT -- The European Community could have record exportable supplies of wheat in 1993/94. Planting reports indicate only a four percent decline in EC winter wheat acreage, which accounts for 95 percent of all EC wheat. This is less than the 15 percent set-aside target under the Common Agricultural Policy reform. U.S. winter wheat seedings are up one percent from 1992. **Contact: Geraldine Schumacher (202) 720-7115.**

MEAT PRODUCTION RATINGS -- The world's largest producer of red meat in 1993 is forecast to be China, with 25% of all red meat production. Second is the European Community, at 19 percent. The United States is third at 15 percent. The former Soviet Union is expected to produce 10 percent of world red meat production this year. **Contact: Linda Bailey (202) 219-1286.**

FOOD SUPPLY & PRICES -- No foods are anticipated to be in short supply this year, indicating that farm prices will likely be near last year's levels for most commodities. The probable lower farm value of food will not contribute to retail cost, which is expected to increase 2 to 4 percent this year. **Contact: Ronald Babula (202) 219-0785.**

ROSE CLOVER -- Field tests of rose clover show that this forage legume could become a favorite with livestock producers. Rose clover survives the summer drought in Western states where it must compete with grasses for water. It provides grazing early in the season, produces seed and is out of the way before warm-season grasses emerge. Intolerance of cold has kept it out of Midwestern states, but varieties from Spain have survived winter tests in Oklahoma of minus 12 degrees. Research shows that rose clover does not bloat grazing animals and is nutritious. **Contact: Daniel Mowrey (405) 262-5291.**

NEW MARKET FOR DESERT SHRUB -- Tests conducted by medical researchers show that the natural rubber of the guayule (why-YOU-lee) plant appears to be free of allergy-causing proteins found in latex gloves. The finding could open a new market for the shrub that grows wild in Arizona and New Mexico, presenting an opportunity for farmers in the southwest to produce a new high-value crop. As many as a half-million Americans may be allergic to proteins in rubber from the tropical rubber tree. Many are health care professionals who wear rubber gloves every day at work. USDA Agricultural Research Service scientists are locating superior guayule plants in efforts to boost the shrub's potential as a domestic source of natural rubber. **Contact: Katrina Cornish (510) 559-5950.**

MAKE A LIST -- The majority of farm women outlive their husbands. Spouse, family or friends will need information if something happens to the farm operator. All the information needed should be documented and kept in one location. Some of the major items include listing the identifying numbers in your billfold. Your personal papers such as birth certificate, marriage license, military records, life-health-accident-farm insurance policies and premium notices should be gathered in one place so that survivors can contact the insurance companies. Gather income tax returns and supporting documents, investment contacts, list of debts, your will, and funeral wishes so that your estate can be settled according to your wishes. Keep the list where it is safe, at home, in your bank box, or with your lawyer. Your local Cooperative Extension office can help. **Contact: Ann Elword (301) 590-9638.**

CANCER TREATMENT -- Beta carotene is being successfully used in cancer treatment programs here and abroad. Scientists with USDA's Agricultural Research Service have found that beta carotene is changed into retinoic acid and other compounds of vitamin A, which the body can use, by the cells in lungs, liver, kidney, intestines, and fat tissues. This suggests that levels of retinoic acid in body fluids and tissues can be raised by eating more foods high in beta carotene. Orange and yellow fruits and vegetables, and dark green leafy vegetables, are rich in beta carotene. **Contact: Xiang-Dong Wang (617) 556-3313.**

CUTTING BOARDS -- Scientists have found that bacteria survive better on plastic cutting boards than on wood. Previously, experts said that wood boards were more difficult to clean therefore less safe than plastic. Connie Crawley, with the University of Georgia Extension Service, says the important point is to avoid cross-contamination between raw meat and other foods cut on the boards. Its best to have a separate cutting board for meat. Wash with soap and water everything that comes in contact with raw meat immediately after use and before preparing other foods. **Contact: Connie Crawley (706) 542-8860.**

FOOD COSTS -- Latest studies for costs of food at home for a week show that the range is \$50.20 to \$97.60 for a family of two, and \$83.70 to \$162.00 for a family of four with elementary schoolchildren. **Contact: Dianne Odland (301) 436-8617.**

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1867 -- Brenda Curtis talks with a nutrition expert about the latest findings regarding diet and health. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME # 1349 -- The "Pyramid" food chart; antioxidants in foods -- what they mean to you; specialty coffees percolating; the popular potato; tomato "trek." (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1859 -- USDA News Highlights; boosting feed efficiency; U.S. food sales to south China; mechanized grain sniffer; trade agreement update. (Weekly reel of news features.)

NEWS FEATURE FIVE #1612 -- Non-allergenic rubber; latex allergies; guayule market niche; oil/herbicide mix saves money; insect-resistant popcorn. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wednesday, Mar. 24, aquaculture update; Friday, Mar. 26, hog/pig numbers; Monday, Mar. 29, world cocoa situation; Tuesday, Mar. 30, crop & weather update, ag prices; Wednesday, Mar. 31, prospective plantings report, grain stocks; Thursday, Apr. 1, horticultural exports. **These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.**

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION SERVICE

FEATURES -- Pat O'Leary reports on the farm census.

ACTUALITIES -- USDA World Agriculture Outlook Board chairman **Jim Donald** on the latest world supply and demand estimates; USDA meteorologist **Bob Stefanski** on weather and crop progress; and USDA economist **Tom Tice** on feed grains.

UPCOMING FEATURES -- DeBoria Janifer reports about research on purslane weed; Pat O'Leary reports on conserving water at home; and Lynn Wyvill reports on beta carotene's role in health.

EVERY OTHER WEEK -- Agriculture Update with anchors Eric Parsons and Lori Spiczka. 4:30 of USDA farm program information in news desk format with B-roll.

Available on Satellite Galaxy 6, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:30 a.m., EDT, and Mondays from 8 - 8:30 a.m., EDT.

OFFMIKE

AUSTRALIA...is on the schedule of **Ron Hays** (Oklahoma Agrinet, Oklahoma City). Ron says he's traveling to the continent March 29 to April 10 and will interview producers of cattle and wheat to provide his audience with another perspective of production and world trade issues.

POLICIES...for rural development and agricultural production could be going in different directions, says **Neal Anderson** (WLLR, Davenport, IA). Speaking to the Quad-Cities Rotary Club during Agriculture Week, Neal said that in many regions what is regarded as a rural area may not necessarily be an agricultural production area, and care is needed to assure that a policy designed for one does not adversely impact the other. Neal also says that lack of long-term credit for beginning farmers is a major concern to older farmers ready to retire.

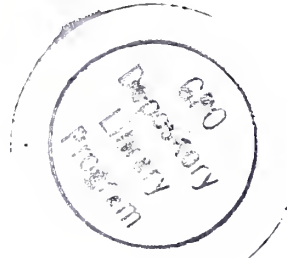
CONGRATULATIONS...to **Al Pell** (Ag Day, South Bend, IN) who served as master of ceremonies at the Washington, D.C. National Agriculture Week reception in the U.S. Senate office building.

Farm Broadcasters Letter



Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
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A LARGE INCREASE...in greenhouse tobacco plants has been noticed by **Allen Aldridge** (Kentucky Agrinet, Louisville, KY). He says nearly one-third of the plants this year will be produced by the greenhouse or float system. Producers are telling Allen that they are holding off buying new equipment until they have a better understanding of whether such purchases will be favorably treated under the new tax bill. Allen noted that last year there were record yields in the state of corn, beans and wheat. With a chuckle in his voice he said that even good results this year could be a bit disappointing.

THANKS...to **Bob Stobaugh** (SCS, Jacksonville, MS) for the footage he shot of Sec. Espy's visits to Jacksonville. Portions of the material were used in transmission of the TV satellite News Service, and audio was used for our radio service.


VIC POWELL
Chief, Radio & TV Division